

Executive Summary

Tobacco free works in Indiana! Hundreds of state organizations and local community coalitions of health care professionals, schools, businesses, faith communities, youth and citizens are passionately working for a tobacco free Indiana. They want all Hoosiers to live healthier, tobacco free lives. Unfortunately, tobacco is still the leading cause of death and disease in Indiana, killing 27 Hoosiers every day. Exposure to secondhand smoke is the third leading cause of preventable death. For every eight smokers that die from tobacco use, one nonsmoker dies from exposure to secondhand smoke.



Each year in the United States, an estimated 50,000 deaths are attributable to secondhand smoke breathed by nonsmokers. These deaths are due to heart disease, lung cancer, and sudden infant death syndrome (SIDS). In Indiana, each year 950-1,690 Hoosiers die from others' smoking, such as exposure to secondhand smoke or smoking during pregnancy.

In SFY 2006, Indiana received troubling news of the reversal of the smoking decline among adults, as 2005 data show an increase in the adult smoking rate to 27.3 percent. This increase is not a surprise because in Indiana the tobacco industry outspends tobacco prevention programs

44 to 1. In addition, for the third year, funding for such programs to prevent youth from starting and helping adults quit smoking have been funded at 69 percent below the minimum level recommended by the Centers for Disease Control and Prevention (CDC).

The Indiana Tobacco Use Prevention and Cessation Trust Fund and Executive Board exists to prevent and reduce the use of all tobacco products in Indiana and to protect citizens from exposure to tobacco smoke. Following the Centers for Disease Control (CDC) Best Practices for Tobacco Control, Indiana established a tobacco control program that is coordinated, comprehensive and accountable. The Hoosier Model for tobacco control incorporates elements from all nine categories recommended by the CDC and has five major categories for funding. The Hoosier Model consists of Evaluation and Surveillance; Community Based Programs; Statewide Media Campaign; Enforcement; and Administration and Management.

Highlights in the Report:

- Youth smoking among high school students decreased 32 percent from 31.6 percent in 2000 to 21.3 percent in 2004, while middle school youth smoking is at 7.8 percent, a decline of 20 percent from 2000. Youth smoking rates are below the national rates for the first time.
- The smoking rate for adults increased to 27.3 percent. This troubling data shows the reversal in the decline of smoking among adults from 27.7 percent in 2002 to 24.9 percent in 2004, indicating a trend in the wrong direction and a reduction in programming due to budget cuts. Data from sub-populations are also a serious concern, as young adults (ages 18-24) and Hoosiers without a high school education have alarmingly high smoking rates.
- Consumption of tobacco products increased 3 percent in SFY 2006 from the previous year. The dramatic decrease in consumption occurred between SFY 2002 and SFY 2003 due to the tax increase of 40-cent increase that took effect in SFY 2003. The impact of

the tax on cigarette consumption has slowed since SFY 2003, as Indiana's tax is lower than the current average cigarette tax for all states is 95.3 cents. State revenue collected has increased by 189% since SFY 2002.

- Indiana has experienced an amazing level of local smoke free air ordinance activity during the past year. As of June 30, 2006, 23 communities had passed some local smoke free air law. More than one-third (36%) of all Hoosiers covered by one of these 23 local communities laws, an increase from 3 percent in 2000.
- The Americans for Nonsmokers' Rights recognized Indiana as the state with the third most local smoke free air policies passed in 2005.
- State tobacco control partners developed the "Fundamentals for Smoke Free Air Policy Development for Hoosier Communities", based on the national model. The Fundamentals are recommended guiding principles for developing and implementing effective smoke free policies that help achieve the goal of saving people's lives from the disease and death caused by secondhand smoke.
- Hospitals and health care facilities are leading the charge and setting the example in their community. In 2005, 36 facilities went smoke free on hospital grounds, another 30 hospital and major health centers implementing tobacco free campuses in 2006, and so far eight campuses are scheduled for 2007.
- Over 400 participated in the largest training initiative, the Indiana Tobacco Control Partner Information X-Change, "Looking Forward to the Tobacco Free Indiana" on March 1-2.
- Eighty-eight of Indiana's 92 counties received a grant to conduct tobacco prevention and cessation in their communities, including setting up resources to help smokers quit. Over 2,100 organizations are involved locally, including 15 local and state minority organizations and seven organizations working on statewide programs.
- ITPC local partners have conducted over 5,750 local program activities ranging from VOICE events to community presentations to training. Partners are implementing prevention and education programs in schools, developing cessation networks, working to protect Hoosiers from secondhand smoke, engaging local businesses in tobacco free efforts, and raising awareness of tobacco prevention activities.
- Six regional Voice Hubs provided ongoing technical assistance for local adults and youth on youth advocacy and how to build and sustain 53 local Voice movements.
- Over 3,500 calls came in through the Indiana Tobacco Quitline from March 22 to June 30, demonstrating the great need for this service to help Hoosiers quit smoking.
- Three out of four Hoosier adults recall at least one ITPC anti-tobacco advertisement. Sixty-nine percent of adults could recall at least one television ad. Eighty percent of young people in Indiana confirmed they saw at least one ad, based on data in July 2005.



- A strong majority (88 percent) Hoosiers believe that tobacco companies should have not have the same rights as other industries to market their products.
- More adults strongly agreed that secondhand smoke is a serious problem, representing an increase to 38.5 percent in 2005 from the baseline findings of 30 percent in 2001.
- Youth with confirmed awareness of Voice were 13 times more likely to think that smoking is not cool or that smokers do not have more friends; and were twice as likely to know the dangers of tobacco use.
- WhiteLies.tv and the Voice movement had a significant presence Indiana Black Expo's Summer Celebration through the WhiteLies.tv free concert; the exhibit at the Indiana Black Expo information center, and exhibit space within the health fair to distribute materials regarding the dangers of second-hand smoke and tobacco cessation.
- Nearly 300 teens and 50 adults participated in ACT 2005, Indiana's Voice youth summit. The youth created, coordinated and implemented a "drop", signifying the number of Hoosiers killed, or "dropping dead," each day by tobacco use. Youth were then equipped to go back into their local communities and create similar events that would culminate in a statewide "Drop Dead Day" in May. More than 500 youth in 45 cities from around the state participated in staged events of Drop Dead Day during the first half of May.
- Indiana generated 3,200 newspaper clips, mostly on the topics of secondhand smoke, health consequences, coalition partner activities and cessation. Five counties logged over 100 clips. All of these counties had a smoke free air ordinance campaign at some level during this past year.
- Tobacco Retailer Inspection Program officers conducted more than 7,500 inspections of retail tobacco outlets, averaging over 625 inspections per month. TRIP enforcement activities have resulted in sales rates to youth of less than 10 percent.

¹ As of August 28, 2006, 26 communities are smoke free (adding Zionsville, Greensburg, and Kokomo). Eighteen of the 26 are strong public health policy and follow the guidelines outlined by the U.S. Surgeon General in eliminating exposure from secondhand smoke from the indoor places that the respective ordinances covers.



